

To Advertisers in Chicago:

You Are Interested in—

Newspaper Circulations in Chicago, and in
Advertising in Chicago Newspapers

You are therefore interested in the fact that of Chicago's six daily newspapers—

The Daily News is First in Chicago

FIRST IN CIRCULATION:

In Chicago and its suburbs The Daily News has a greater circulation than any other daily newspaper. Here are the official figures based on publishers' statements to the Audit Bureau of Circulations for the six months ending March 31, 1922:

The Daily News	(City and Suburban)	374,498
The Daily Tribune	" " "	357,731
The American	" " "	339,418
The Daily Herald-Examiner	" " "	297,983
The Post	" " "	34,257

The Journal makes no report.

FIRST IN ADVERTISING:

The extent, character and effectiveness of the Daily News' circulation is logically reflected in the total volume of its advertising, in which also it is incontestably first among Chicago daily newspapers, as is proved by the figures of the Advertising Record Company, an independent audit company maintained by all the Chicago newspapers.

Total volume of display advertising for the complete year, 1921:

			Comparison
The Daily News	printed 13,309,155 agate lines		13,309,155 agate lines
The Daily Tribune	" 9,523,905 " "		9,523,905 " "
The Daily Herald-Examiner	" 4,114,254 " "		
The American	" 7,957,654 " "		
The Post	" 4,595,795 " "		
The Journal	" 4,382,382 " "		

The Daily News' excess over next highest score, The Daily Tribune, 3,785,250 agate lines

To the advertiser who is a scientific student of advertising values there is great significance in the distribution of department store advertising among Chicago newspapers. All advertising is news. This is particularly true of department store advertising, which must bring a quick and sure response from the buying public, and which, therefore, has been reduced to an exact science scarcely approached in other forms of advertising. In this classification The Daily News' leadership in Chicago is shown by the following figures of the Advertising Record Company:

TOTAL AGATE LINES DISPLAY ADVERTISING IN CHICAGO NEWSPAPERS USED BY CHICAGO DEPARTMENT STORES DURING THE YEAR 1921

The Daily News	5,395,340 lines
The Daily Tribune	1,604,512 lines
The Sunday Tribune	1,630,628 lines
The Daily Herald-Examiner	745,294 lines
The Sunday Herald-Examiner	1,219,438 lines
The Post	784,547 lines
The American	2,618,758 lines
The Journal	1,791,408 lines

From which it appears that The Daily News printed—

3,790,828 lines more than the next morning daily paper,
2,776,582 lines more than the next evening paper,
3,045,534 lines more than the morning daily papers combined,
2,545,274 lines more than the Sunday papers combined,
2,160,200 lines more than the next daily and Sunday paper combined.

The fact that THE DAILY NEWS led The Daily Tribune and the Sunday Tribune's combined total of 3,235,140 lines, by 2,160,200 lines, again attests

THE DAILY NEWS—FIRST IN CHICAGO